

5-Nov-12

TO: Susie Toma
Cheryl Long

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**
Candidate: T Smith
Week of: 10/29 - 11/4
Contract Number: 338196³ - HL 6386420

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
67	4-430P Mon	:30	\$400	5	1	\$300	\$100

TOTAL REBATE (Gross) \$100
(Net) \$85.00



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency SRCP

Write-up Date 11/5/12

Client Pol-Tom Smith

Requested By D. Tavoletti

Campaign/Title Sen/PA

Resolution Date _____

Reason:

Customer Deduction _____

Sales Person Error _____

Billing Error _____

Traffic Error _____

Separation/Scheduling Problem _____

Late Run _____

Other ☒ _____

Reference:

Invoice No. _____

Invoice Date _____

Contract No. 338193

Explanation of Adjustments by Requestor: LUC

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 100.00 Debited: \$ _____

NET Amount to be Credited: \$ 85.00 Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____

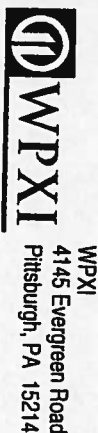
2. Local/National Sales Manager: D. Tavoletti Approved ☒ Date 11/5

3. General Sales Manager: _____ Approved _____ Date _____

General Manager (Over \$5000): _____ Approved _____ Date _____

4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSI _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Polholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 338193

Schedule Dates 10/23/12-10/29/12
Advertiser Smith, Tom/R/SEN/PA (15776)
Agency SRCP - Stevens Reed Curcio & Polholm (2056)
Product Political - State Candidate (1071)
Brand POL/T SMITH/R/SEN/PA (114155)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name VONDERHEID, BETSY
Phone/Fax /
CPE 11/15/325
Account Types National/Political
Billing Type Standard
Comments TOM SMITH 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/22/12
Last Modified 10/30/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06386420
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$16,676.25
Net Total \$94,498.75
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	110	\$86,700.00
Nov. 2012	26	\$24,475.00
Grand Total:	136	\$111,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
59.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	1								1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	LATE NEWS/62	10/23/12
60.0	Normal Line / Sports-Football	10/28/12-10/28/12	5	:30	6:13P- NBC Sunday Night Football								1	1	\$5,000.00	\$5,000.00	Pittsburgh (WPXI)	NFL 805P-12M/54	10/23/12
61.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	6:59P- Jeopardy				X	X	X			1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	JEOP 7-730P/52	10/23/12
62.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1								1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/61	10/23/12
63.0	M/G For 50.0,1,50.0,2 / Prime	10/26/12-10/26/12	5	:30	10P- Dateline 10-11P						1			1	\$1,600.00	\$1,600.00	Pittsburgh (WPXI)	DATeline/49	10/23/12
64.1	M/G For 49.0,1 / Spot	10/25/12-10/26/12	4	:30	4:58A- Channel 11 News 5am					1	1			2	\$400.00	\$800.00	Pittsburgh (WPXI)	NEWS 5-530a/49	10/23/12
65.0	Normal Line / Spot	10/25/12-10/26/12	4	:30	9A- Today Show 9a					1	1			2	\$400.00	\$800.00	Pittsburgh (WPXI)	Today/50	10/23/12
66.1	Normal Line / Spot	10/29/12-10/29/12	5	:30	4:30P- SP (EST)								1	1	\$500.00	\$500.00	Pittsburgh (WPXI)		10/30/12
67.1	Normal Line / Spot	10/29/12-10/29/12	5	:30	4P- 4:30P (EST)								1	1	\$400.00	\$400.00	Pittsburgh (WPXI)		10/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.